

# PROOFPOINT MOBILE DISCOVER

## FIND FRAUDULENT AND UNSANCTIONED MOBILE APPS ASSOCIATED WITH YOUR BRAND

### KEY BENEFITS

- Discovers your brand's mobile app presence with just a few clicks
- Identifies official brand apps that have bypassed security testing
- Continuously scans for fraudulent and unsanctioned apps
- Alerts you when new apps are detected

Mobile apps are a big part of your company's digital presence. They're also fertile ground for cyber criminals looking to impersonate your company and unleash attacks on the people who trust it. More than 16,000 of worldwide app developers distribute malicious apps through mainstream and third-party app stores.<sup>1</sup>

Today's global app store ecosystem is large and dynamic. Keeping track of your mobile presence and identifying fraudulent brand apps is difficult. Proofpoint Mobile Discover can help reduce your digital risk by monitoring hundreds of app stores and detecting apps that put your brand and customers at risk.

### THE SCOPE OF MOBILE RISKS

Mobile apps pose an array of risks to your company and customers. Proofpoint delivers comprehensive defense against those risks.

#### Unsanctioned Apps

Managing your mobile app lifecycle can be hard. Sometimes, an app gets published without going through your company's quality assurance and security review processes. Other times, outdated versions remain on third-party app stores after you release a newer version.

#### Fraudulent Apps

Criminals create applications that imitate your brand—even if your company hasn't created an official mobile app. When unsuspecting customers install the app, it can steal their credentials, distribute malware, or access personal data stored on their device.

#### Unauthorized Third-Party Hosting

Hundreds of lesser known third-party app stores may host your brand's apps for download—without your knowledge or consent. These are also popular stores for hackers to post modified versions of your app that deliver an attack payload. Whether it's your official app or a modified version, unauthorized third-party hosting damages your brand reputation and customer engagement.

### MOBILE APPS POSE AN ARRAY OF RISKS TO YOUR COMPANY AND CUSTOMERS



<sup>1</sup> Proofpoint. "Mobile Malware Masquerades as POS Management App." March, 2017

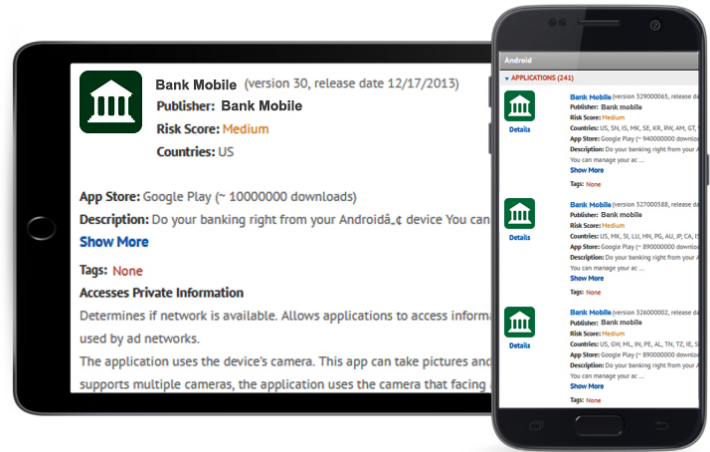
## KEY FEATURES

### Comprehensive App Discovery

Mobile Discover scans official app stores and hundreds of secondary stores to find apps affiliated with your brand. You can see a complete list of branded apps with just a few clicks. Mobile Discover continuously scans stores for any new apps based on your parameters. Our automated process saves you time and reduces the inaccuracy of manual search efforts.

Granular search filters let you refine results by:

- Logo and associated brand images
- Risk score
- App release time range
- Publisher and developer
- App store
- Country



Provides powerful searches for your brand apps across hundreds of app stores.

### Superior Threat Intelligence

Our breadth of coverage and powerful analysis deliver superior accuracy and a more complete vantage point to detect rogue apps impersonating your brand. Mobile Discover analyzes the application's code, behavior, and dynamic operating attributes. Our powerful analysis engine checks for more than 1,000 malicious and privacy-leaking behaviors. We also examine how and where the app is communicating with the outside world—websites, servers, and third-party cloud services. When there's an app impersonating your brand, we provide the details you need to understand which apps pose the greatest security risk.

### Intuitive Brand App Visibility

Mobile Discover gives you the detailed visibility you need to understand your company's app posture. Our intuitive dashboard lets you drill down on specific risk areas:

- Fraudulent apps that pose a high security risk
- Apps hosted on third-party stores without permission
- Outdated versions that remain available for download
- Apps published without a quality assurance or security review

### Built-in Mitigation Workflow

Mobile Discover makes it easy to review and take down risky apps. Your designated stakeholders, such as security, legal, or marketing teams, can receive automated alerts when a suspicious app is detected. And built-in workflows enable timely takedown of infringing and rogue apps.



Get a detailed view of your high risk brand apps.

## OUR UNIQUE VALUE

Mobile Discover is part of our Digital Risk Defense Platform, which protects against security, brand, and compliance risks to the people who trust your brand on the web, email, mobile, and social media. Only Proofpoint provides a holistic approach to digital risk that covers all your engagement channels.

### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organizations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today's mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.

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